

To: Piscitelli, J, 1710 - Pittsburgh ROU, 1740 - Pittsburgh Chain, Richards, M,  
1642 - Syracuse Chain (BURKEJ), Rago, Joseph M., 1110 - Boston ROU (PROVENL),  
1645 - Buffalo Chain (VICKERB), 1240 - New Jersey Chain (RHODEF),  
1210 - New York ROU (ALVICH), 1310 - Philadelphia ROU (METZG)  
From: Campbell, Judy  
Posted: 3/23/98 16:22  
Opened: 3/24/98 8:43  
Subject: SALEM TEAR TAPE / APRIL #800438

NOTE TO S. SCHWALM: PACKET IS ALSO BEING MAILED TO YOUR ATTENTION.

CC: Schwalm, S

| Sales |       | Retail |       |
|-------|-------|--------|-------|
| 1221  | _____ | 1222   | _____ |
| 1222  | _____ | 1223   | _____ |
| 1223  | 5     | 1224   | _____ |
| 1224  | _____ | 1225   | _____ |
| 1225  | _____ | 1226   | _____ |
| 1226  | _____ | 1227   | _____ |
| 1227  | _____ | 1228   | _____ |
| 1228  | _____ | 1229   | _____ |
| 1229  | _____ | 1230   | _____ |
| 1230  | _____ | 1231   | _____ |
| 1231  | _____ | 1232   | _____ |
| 1232  | _____ | 1233   | _____ |
| 1233  | _____ | 1234   | _____ |
| 1234  | _____ | 1235   | _____ |
| 1235  | _____ | 1236   | _____ |
| 1236  | _____ | 1237   | _____ |
| 1237  | _____ | 1238   | _____ |
| 1238  | _____ | 1239   | _____ |
| 1239  | _____ | 1240   | _____ |
| 1240  | _____ | 1241   | _____ |
| 1241  | _____ | 1242   | _____ |
| 1242  | _____ | 1243   | _____ |
| 1243  | _____ | 1244   | _____ |
| 1244  | _____ | 1245   | _____ |
| 1245  | _____ | 1246   | _____ |
| 1246  | _____ | 1247   | _____ |
| 1247  | _____ | 1248   | _____ |
| 1248  | _____ | 1249   | _____ |
| 1249  | _____ | 1250   | _____ |
| 1250  | _____ | 1251   | _____ |
| 1251  | _____ | 1252   | _____ |
| 1252  | _____ | 1253   | _____ |
| 1253  | _____ | 1254   | _____ |
| 1254  | _____ | 1255   | _____ |
| 1255  | _____ | 1256   | _____ |
| 1256  | _____ | 1257   | _____ |
| 1257  | _____ | 1258   | _____ |
| 1258  | _____ | 1259   | _____ |
| 1259  | _____ | 1260   | _____ |
| 1260  | _____ | 1261   | _____ |
| 1261  | _____ | 1262   | _____ |
| 1262  | _____ | 1263   | _____ |
| 1263  | _____ | 1264   | _____ |
| 1264  | _____ | 1265   | _____ |
| 1265  | _____ | 1266   | _____ |
| 1266  | _____ | 1267   | _____ |
| 1267  | _____ | 1268   | _____ |
| 1268  | _____ | 1269   | _____ |
| 1269  | _____ | 1270   | _____ |
| 1270  | _____ | 1271   | _____ |
| 1271  | _____ | 1272   | _____ |
| 1272  | _____ | 1273   | _____ |
| 1273  | _____ | 1274   | _____ |
| 1274  | _____ | 1275   | _____ |
| 1275  | _____ | 1276   | _____ |
| 1276  | _____ | 1277   | _____ |
| 1277  | _____ | 1278   | _____ |
| 1278  | _____ | 1279   | _____ |
| 1279  | _____ | 1280   | _____ |
| 1280  | _____ | 1281   | _____ |
| 1281  | _____ | 1282   | _____ |
| 1282  | _____ | 1283   | _____ |
| 1283  | _____ | 1284   | _____ |
| 1284  | _____ | 1285   | _____ |
| 1285  | _____ | 1286   | _____ |
| 1286  | _____ | 1287   | _____ |
| 1287  | _____ | 1288   | _____ |
| 1288  | _____ | 1289   | _____ |
| 1289  | _____ | 1290   | _____ |
| 1290  | _____ | 1291   | _____ |
| 1291  | _____ | 1292   | _____ |
| 1292  | _____ | 1293   | _____ |
| 1293  | _____ | 1294   | _____ |
| 1294  | _____ | 1295   | _____ |
| 1295  | _____ | 1296   | _____ |
| 1296  | _____ | 1297   | _____ |
| 1297  | _____ | 1298   | _____ |
| 1298  | _____ | 1299   | _____ |
| 1299  | _____ | 1300   | _____ |
| 1300  | _____ | 1301   | _____ |
| 1301  | _____ | 1302   | _____ |
| 1302  | _____ | 1303   | _____ |
| 1303  | _____ | 1304   | _____ |
| 1304  | _____ | 1305   | _____ |
| 1305  | _____ | 1306   | _____ |
| 1306  | _____ | 1307   | _____ |
| 1307  | _____ | 1308   | _____ |
| 1308  | _____ | 1309   | _____ |
| 1309  | _____ | 1310   | _____ |
| 1310  | _____ | 1311   | _____ |
| 1311  | _____ | 1312   | _____ |
| 1312  | _____ | 1313   | _____ |
| 1313  | _____ | 1314   | _____ |
| 1314  | _____ | 1315   | _____ |
| 1315  | _____ | 1316   | _____ |
| 1316  | _____ | 1317   | _____ |
| 1317  | _____ | 1318   | _____ |
| 1318  | _____ | 1319   | _____ |
| 1319  | _____ | 1320   | _____ |
| 1320  | _____ | 1321   | _____ |
| 1321  | _____ | 1322   | _____ |
| 1322  | _____ | 1323   | _____ |
| 1323  | _____ | 1324   | _____ |
| 1324  | _____ | 1325   | _____ |
| 1325  | _____ | 1326   | _____ |
| 1326  | _____ | 1327   | _____ |
| 1327  | _____ | 1328   | _____ |
| 1328  | _____ | 1329   | _____ |
| 1329  | _____ | 1330   | _____ |
| 1330  | _____ | 1331   | _____ |
| 1331  | _____ | 1332   | _____ |
| 1332  | _____ | 1333   | _____ |
| 1333  | _____ | 1334   | _____ |
| 1334  | _____ | 1335   | _____ |
| 1335  | _____ | 1336   | _____ |
| 1336  | _____ | 1337   | _____ |
| 1337  | _____ | 1338   | _____ |
| 1338  | _____ | 1339   | _____ |
| 1339  | _____ | 1340   | _____ |
| 1340  | _____ | 1341   | _____ |
| 1341  | _____ | 1342   | _____ |
| 1342  | _____ | 1343   | _____ |
| 1343  | _____ | 1344   | _____ |
| 1344  | _____ | 1345   | _____ |
| 1345  | _____ | 1346   | _____ |
| 1346  | _____ | 1347   | _____ |
| 1347  | _____ | 1348   | _____ |
| 1348  | _____ | 1349   | _____ |
| 1349  | _____ | 1350   | _____ |
| 1350  | _____ | 1351   | _____ |
| 1351  | _____ | 1352   | _____ |
| 1352  | _____ | 1353   | _____ |
| 1353  | _____ | 1354   | _____ |
| 1354  | _____ | 1355   | _____ |
| 1355  | _____ | 1356   | _____ |
| 1356  | _____ | 1357   | _____ |
| 1357  | _____ | 1358   | _____ |
| 1358  | _____ | 1359   | _____ |
| 1359  | _____ | 1360   | _____ |
| 1360  | _____ | 1361   | _____ |
| 1361  | _____ | 1362   | _____ |
| 1362  | _____ | 1363   | _____ |
| 1363  | _____ | 1364   | _____ |
| 1364  | _____ | 1365   | _____ |
| 1365  | _____ | 1366   | _____ |
| 1366  | _____ | 1367   | _____ |
| 1367  | _____ | 1368   | _____ |
| 1368  | _____ | 1369   | _____ |
| 1369  | _____ | 1370   | _____ |
| 1370  | _____ | 1371   | _____ |
| 1371  | _____ | 1372   | _____ |
| 1372  | _____ | 1373   | _____ |
| 1373  | _____ | 1374   | _____ |
| 1374  | _____ | 1375   | _____ |
| 1375  | _____ | 1376   | _____ |
| 1376  | _____ | 1377   | _____ |
| 1377  | _____ | 1378   | _____ |
| 1378  | _____ | 1379   | _____ |
| 1379  | _____ | 1380   | _____ |
| 1380  | _____ | 1381   | _____ |
| 1381  | _____ | 1382   | _____ |
| 1382  | _____ | 1383   | _____ |
| 1383  | _____ | 1384   | _____ |
| 1384  | _____ | 1385   | _____ |
| 1385  | _____ | 1386   | _____ |
| 1386  | _____ | 1387   | _____ |
| 1387  | _____ | 1388   | _____ |
| 1388  | _____ | 1389   | _____ |
| 1389  | _____ | 1390   | _____ |
| 1390  | _____ | 1391   | _____ |
| 1391  | _____ | 1392   | _____ |
| 1392  | _____ | 1393   | _____ |
| 1393  | _____ | 1394   | _____ |
| 1394  | _____ | 1395   | _____ |
| 1395  | _____ | 1396   | _____ |
| 1396  | _____ | 1397   | _____ |
| 1397  | _____ | 1398   | _____ |
| 1398  | _____ | 1399   | _____ |
| 1399  | _____ | 1400   | _____ |
| 1400  | _____ | 1401   | _____ |
| 1401  | _____ | 1402   | _____ |
| 1402  | _____ | 1403   | _____ |
| 1403  | _____ | 1404   | _____ |
| 1404  | _____ | 1405   | _____ |
| 1405  | _____ | 1406   | _____ |
| 1406  | _____ | 1407   | _____ |
| 1407  | _____ | 1408   | _____ |
| 1408  | _____ | 1409   | _____ |
| 1409  | _____ | 1410   | _____ |
| 1410  | _____ | 1411   | _____ |
| 1411  | _____ | 1412   | _____ |
| 1412  | _____ | 1413   | _____ |
| 1413  | _____ | 1414   | _____ |
| 1414  | _____ | 1415   | _____ |
| 1415  | _____ | 1416   | _____ |
| 1416  | _____ | 1417   | _____ |
| 1417  | _____ | 1418   | _____ |
| 1418  | _____ | 1419   | _____ |
| 1419  | _____ | 1420   | _____ |
| 1420  | _____ | 1421   | _____ |
| 1421  | _____ | 1422   | _____ |
| 1422  | _____ | 1423   | _____ |
| 1423  | _____ | 1424   | _____ |
| 1424  | _____ | 1425   | _____ |
| 1425  | _____ | 1426   | _____ |
| 1426  | _____ | 1427   | _____ |
| 1427  | _____ | 1428   | _____ |
| 1428  | _____ | 1429   | _____ |
| 1429  | _____ | 1430   | _____ |
| 1430  | _____ | 1431   | _____ |
| 1431  | _____ | 1432   | _____ |
| 1432  | _____ | 1433   | _____ |
| 1433  | _____ | 1434   | _____ |
| 1434  | _____ | 1435   | _____ |
| 1435  | _____ | 1436   | _____ |
| 1436  | _____ | 1437   | _____ |
| 1437  | _____ | 1438   | _____ |
| 1438  | _____ | 1439   | _____ |
| 1439  | _____ | 1440   | _____ |
| 1440  | _____ | 1441   | _____ |
| 1441  | _____ | 1442   | _____ |
| 1442  | _____ | 1443   | _____ |
| 1443  | _____ | 1444   | _____ |
| 1444  | _____ | 1445   | _____ |
| 1445  | _____ | 1446   | _____ |
| 1446  | _____ | 1447   | _____ |
| 1447  | _____ | 1448   | _____ |
| 1448  | _____ | 1449   | _____ |
| 1449  | _____ | 1450   | _____ |
| 1450  | _____ | 1451   | _____ |
| 1451  | _____ | 1452   | _____ |
| 1452  | _____ | 1453   | _____ |
| 1453  | _____ | 1454   | _____ |
| 1454  | _____ | 1455   | _____ |
| 1455  | _____ | 1456   | _____ |
| 1456  | _____ | 1457   | _____ |
| 1457  | _____ | 1458   | _____ |
| 1458  | _____ | 1459   | _____ |
| 1459  | _____ | 1460   | _____ |
| 1460  | _____ | 1461   | _____ |
| 1461  | _____ | 1462   | _____ |
| 1462  | _____ | 1463   | _____ |
| 1463  | _____ | 1464   | _____ |
| 1464  | _____ | 1465   | _____ |
| 1465  | _____ | 1466   | _____ |
| 1466  | _____ | 1467   | _____ |
| 1467  | _____ | 1468   | _____ |
| 1468  | _____ | 1469   | _____ |
| 1469  | _____ | 1470   | _____ |
| 1470  | _____ | 1471   | _____ |
| 1471  | _____ | 1472   | _____ |
| 1472  | _____ | 1473   | _____ |
| 1473  | _____ | 1474   | _____ |
| 1474  | _____ | 1475   | _____ |
| 1475  | _____ | 1476   | _____ |
| 1476  | _____ | 1477   | _____ |
| 1477  | _____ | 1478   | _____ |
| 1478  | _____ | 1479   | _____ |
| 1479  | _____ | 1480   | _____ |
| 1480  | _____ | 1481   | _____ |
| 1481  | _____ | 1482   | _____ |
| 1482  | _____ | 1483   | _____ |
| 1483  | _____ | 1484   | _____ |
| 1484  | _____ | 1485   | _____ |
| 1485  | _____ | 1486   | _____ |
| 1486  | _____ | 1487   | _____ |
| 1487  | _____ | 1488   | _____ |
| 1488  | _____ | 1489   | _____ |
| 1489  | _____ | 1490   | _____ |
| 1490  | _____ | 1491   | _____ |
| 1491  | _____ | 1492   | _____ |
| 1492  | _____ | 1493   | _____ |
| 1493  | _____ | 1494   | _____ |
| 1494  | _____ | 1495   | _____ |
| 1495  | _____ | 1496   | _____ |
| 1496  | _____ | 1497   | _____ |
| 1497  | _____ | 1498   | _____ |
| 1498  | _____ | 1499   | _____ |
| 1499  | _____ | 1500   | _____ |

51846 2607

**ROUs: 1110 / 1210 / 1310 / 1710**

***Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet***

51846 2608

# **RJ REYNOLDS**

TOBACCO COMPANY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 3, 1998

RJR Account #375878  
P. Cox  
McLANE-NORTHEAST

**APRIL: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#804)**

Dear Paul:

SALEM .30¢ Tear Tape product has been ordered, as well as 570 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future *Salem .30¢ Tear Tape* promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

**PRODUCT ARRIVAL DATE: APRIL 6, 1998**

|         |           | #/SALEM Cases Per Style |            |              |               | \$ Amount       |
|---------|-----------|-------------------------|------------|--------------|---------------|-----------------|
|         | PO #      | MEN<br>85               | MEN<br>100 | MEN<br>LT 85 | MEN<br>LT 100 |                 |
|         |           | 2419<br>4               | 2419<br>5  | 2419<br>6    | 2419<br>7     |                 |
| PRODUCT | ER3133-01 | 55                      | 37         | 71           | 44            | \$61,216.0<br>9 |

**DISPLAYS PO #ER3132-01**

Shipper Displays Arrival (McLane NE):

April 6, 1998

Ship Date to Retail:

Week of April 20, 1998

**Display Detail / Item #541964**

SKU CUBE:

0.5020

SKU WT (w/o Product):

1.1350 lbs

Retail Sales Offers per Sku:

40 units

Billing per Sku:

4 Full Price Cartons

51846 2609

PARTNERS 'BONUS' REPORTING DESCRIPTION 'SAL 98 .30/1 PK'

51846 2610

## **April Drive Period 804 / Promotion #800438**

**PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS  
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'  
IN EACH DISPLAY SHIPPED TO RETAIL)**

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$1,449.00 (103.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams

cc: R. Donahue / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

1340: J. Rago

**ROUs: 1110 / 1210 / 1310 / 1710**

Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

#/ CARTONS SALEM MENTHOL 100 (UPC #12300-24195)

APRIL: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#804)

RETAIL DISTRIBUTION DATE: 4/20/98

NUMBER OF DISPLAYS PER GROUP PER STATE

| CHAIN NAME                  | NO. OF<br>STORES | # CARTONS<br>SALEM MEN 85<br>TO SHIP TO<br>EACH<br>ACCOUNT | TOTAL #/<br>CARTONS<br>SALEM MEN<br>85 | NUMBER OF DISPLAYS PER GROUP PER STATE |    |    |    |    |    |    |     |     |    |    |  |     | C<br>U<br>Y<br>A<br>H<br>O<br>G<br>A | PA | RI | VT |
|-----------------------------|------------------|--|--|--|----|----|----|----|----|----|-----|-----|----|----|--|-----|--------------------------------------|----|----|----|
|                             |                  |  |  | CT                                     | DE | MA | MD | ME | NH | NJ | NY  | OH  |    |    |  |     |                                      |    |    |    |
| A-PLUS/ SUNOCO              | 318              | See List   | 558                                    | 1                                      | 3  | 34 |    |    |    | 2  | 28  | 121 |    |    |  | 366 | 3                                    |    |    |    |
| COOKS CONVENIENT            | 6                | See List   | 8                                      |  |    |    |    |    |    |    |     | 8   |    |    |  |     |                                      |    |    |    |
| COUNTRY FAIR                | 62               | See List   | 231                                    |  |    |    |    |    |    |    |     | 7   | 20 |    |  | 204 |                                      |    |    |    |
| EXPRESS MART                | 44               | 2  | 88                                     |  |    |    |    |    |    |    |     | 88  |    |    |  |     |                                      |    |    |    |
| J MART                      | 8                | 1  | 8                                      |  |    |    |    |    |    |    |     | 8   |    |    |  |     |                                      |    |    |    |
| KRAUSZERS                   | 6                | See List   | 10                                     | 10                                     |    |    |    |    |    |    |     |     |    |    |  |     |                                      |    |    |    |
| MANLEYS                     | 12               | See List   | 10                                     |  |    |    |    |    |    |    |     | 10  |    |    |  |     |                                      |    |    |    |
| MOBIL / ON THE RUN          | 33               | See List   | 37                                     | 4                                      |    |    |    |    |    |    |     | 30  |    |    |  |     | 3                                    |    |    |    |
| 7/11 - HANDEE MART          | 23               | See List   | 63                                     |  |    |    |    |    |    |    |     |     | 1  | 35 |  | 27  |                                      |    |    |    |
| STARENTERPRISE              | 32               | See List   | 58                                     |  |    |    |    |    |    |    | 31  |     |    |    |  | 27  |                                      |    |    |    |
|                             |                  |  |  |  |    |    |    |    |    |    |     |     |    |    |  |     |                                      |    |    |    |
| INDEPENDENTS & SMALL CHAINS | 24               | See List   | 26                                     | 1                                      |    | 1  | 6  |    |    |    | 3   | 9   |    |    |  | 4   |                                      | 2  |    |    |
| TOTALS                      | 568              |  | 1097                                   | 16                                     | 3  | 35 | 6  | 0  | 2  | 62 | 281 | 21  | 35 |    |  | 628 | 6                                    | 2  |    |    |
|                             |                  |  |  |  |    |    |    |    |    |    |     |     |    |    |  |     |                                      |    |    |    |

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

#/ CARTONS SALEM MENTHOL KG (UPC #12300-24194)

APRIL: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#804)

RETAIL DISTRIBUTION DATE: 4/20/98

NUMBER OF DISPLAYS PER GROUP PER STATE

| CHAIN NAME                  | NO. OF STORES | #/ CARTONS SALEM MEN 85 TO SHIP TO EACH ACCOUNT | TOTAL #/ CARTONS SALEM MEN 85 | NUMBER OF DISPLAYS PER GROUP PER STATE |    |    |    |    |    |    |     |     |    |    |  |      | C<br>U<br>Y<br>A<br>H<br>O<br>G<br>A | PA | RI | VT |
|-----------------------------|---------------|---|-------------------------------|--|----|----|----|----|----|----|-----|-----|----|----|--|------|--------------------------------------|----|----|----|
|                             |               |   |                               | CT                                     | DE | MA | MD | ME | NH | NJ | NY  | OH  |    |    |  |      |                                      |    |    |    |
| A-PLUS/ SUNOCO              | 318           | See List  | 839                           | 1                                      | 11 | 39 |    |    |    | 2  | 27  | 167 |    |    |  | 588  | 4                                    |    |    |    |
| COOKS CONVENIENT            | 6             | See List  | 8                             |  |    |    |    |    |    |    |     | 8   |    |    |  |      |                                      |    |    |    |
| COUNTRY FAIR                | 62            | See List  | 353                           |  |    |    |    |    |    |    |     | 14  | 36 |    |  | 303  |                                      |    |    |    |
| EXPRESS MART                | 44            | 2   | 88                            |  |    |    |    |    |    |    |     | 88  |    |    |  |      |                                      |    |    |    |
| J MART                      | 8             | 1   | 8                             |  |    |    |    |    |    |    |     | 8   |    |    |  |      |                                      |    |    |    |
| KRAUSZERS                   | 6             | See List  | 13                            | 13                                     |    |    |    |    |    |    |     |     |    |    |  |      |                                      |    |    |    |
| MANLEYS                     | 12            | See List  | 12                            |  |    |    |    |    |    |    |     | 12  |    |    |  |      |                                      |    |    |    |
| MOBIL / ON THE RUN          | 33            | See List  | 46                            | 5                                      |    |    |    |    |    |    |     | 38  |    |    |  |      | 3                                    |    |    |    |
| 7/11 - HANDEE MART          | 23            | See List  | 117                           |  |    |    |    |    |    |    |     |     | 1  | 57 |  | 59   |                                      |    |    |    |
| STARENTERPRISE              | 32            | See List  | 99                            |  |    |    |    |    |    |    | 45  |     |    |    |  | 54   |                                      |    |    |    |
|                             |               |   |                               |  |    |    |    |    |    |    |     |     |    |    |  |      |                                      |    |    |    |
| INDEPENDENTS & SMALL CHAINS | 24            | See List  | 40                            | 1                                      |    | 2  | 5  |    |    |    | 10  | 13  |    |    |  | 6    |                                      | 3  |    |    |
| TOTALS                      | 568           |   | 1623                          | 20                                     | 11 | 41 | 5  | 0  | 2  | 82 | 348 | 37  | 57 |    |  | 1010 | 7                                    | 3  |    |    |
|                             |               |   |                               |  |    |    |    |    |    |    |     |     |    |    |  |      |                                      |    |    |    |

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

#/ CARTONS SALEM MEN LIGHT KG (UPC #12300-24196)

APRIL: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#804)

RETAIL DISTRIBUTION DATE: 4/20/98

| CHAIN NAME                  | NO. OF STORES | # CARTONS SALEM MEN 85 TO SHIP TO EACH ACCOUNT | TOTAL #/ CARTONS SALEM MEN 85 | NUMBER OF DISPLAYS PER GROUP PER STATE |    |    |    |    |    |     |     |     |    |      |    |     | C<br>U<br>Y<br>A<br>H<br>O<br>G<br>A | PA | RI | VT |
|-----------------------------|---------------|--|-------------------------------|--|----|----|----|----|----|-----|-----|-----|----|------|----|-----|--------------------------------------|----|----|----|
|                             |               |  |                               | CT                                     | DE | MA | MD | ME | NH | NJ  | NY  | OH  |    |      |    |     |                                      |    |    |    |
| A-PLUS/ SUNOCO              | 318           | See List                                       | 1163                          | 2                                      | 9  | 56 |    |    |    | 4   | 43  | 233 |    |      |    | 807 | 9                                    |    |    |    |
| COOKS CONVENIENT            | 6             | See List                                       | 13                            |  |    |    |    |    |    |     |     | 13  |    |      |    |     |                                      |    |    |    |
| COUNTRY FAIR                | 62            | See List                                       | 432                           |  |    |    |    |    |    |     |     | 13  | 42 |      |    | 377 |                                      |    |    |    |
| EXPRESS MART                | 44            | 2  | 88                            |  |    |    |    |    |    |     |     | 88  |    |      |    |     |                                      |    |    |    |
| J MART                      | 8             | 1  | 8                             |  |    |    |    |    |    |     |     | 8   |    |      |    |     |                                      |    |    |    |
| KRAUSZERS                   | 6             | See List                                       | 21                            | 21                                     |    |    |    |    |    |     |     |     |    |      |    |     |                                      |    |    |    |
| MANLEYS                     | 12            | See List                                       | 19                            |  |    |    |    |    |    |     |     | 19  |    |      |    |     |                                      |    |    |    |
| MOBIL / ON THE RUN          | 33            | See List                                       | 83                            | 5                                      |    |    |    |    |    |     |     | 75  |    |      |    |     | 3                                    |    |    |    |
| 7/11 - HANDEE MART          | 23            | See List                                       | 127                           |  |    |    |    |    |    |     |     |     | 1  | 58   | 68 |     |                                      |    |    |    |
| STARENTERPRISE              | 32            | See List                                       | 107                           |  |    |    |    |    |    |     | 48  |     |    |      | 59 |     |                                      |    |    |    |
|                             |               |  |                               |  |    |    |    |    |    |     |     |     |    |      |    |     |                                      |    |    |    |
| INDEPENDENTS & SMALL CHAINS | 24            | See List                                       | 57                            | 1                                      |    | 5  | 4  |    |    |     | 17  | 23  |    |      |    | 5   |                                      | 2  |    |    |
| TOTALS                      | 568           |  | 2118                          | 29                                     | 9  | 61 | 4  | 0  | 4  | 108 | 472 | 43  | 58 | 1316 | 12 |     | 2                                    |    |    |    |
|                             |               |  |                               |  |    |    |    |    |    |     |     |     |    |      |    |     |                                      |    |    |    |



McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE (SALEM MEN LT 100)

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

#/ CARTONS SALEM MENTHOL LIGHT 100 (UPC #12300-24197)

APRIL: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#804)

RETAIL DISTRIBUTION DATE: 4/20/98

| RETAIL DISTRIBUTION DATE: 4/20/98 |               |   |                               | NUMBER OF DISPLAYS PER GROUP PER STATE |    |    |    |    |    |    |     |    |                                      |     |    |    |  |
|-----------------------------------|---------------|---|-------------------------------|--|----|----|----|----|----|----|-----|----|--------------------------------------|-----|----|----|--|
| CHAIN NAME                        | NO. OF STORES | #/ CARTONS SALEM MEN 85 TO SHIP TO EACH ACCOUNT | TOTAL #/ CARTONS SALEM MEN 85 | CT                                     | DE | MA | MD | ME | NH | NJ | NY  | OH | C<br>U<br>Y<br>A<br>H<br>O<br>G<br>A | PA  | RI | VT |  |
| A-PLUS/ SUNOCO                    | 318           | See List  | 640                           | 1                                      | 3  | 36 |    |    | 2  | 25 | 140 |    |                                      | 429 | 4  |    |  |
| COOKS CONVENIENT                  | 6             | See List  | 13                            |  |    |    |    |    |    |    | 13  |    |                                      |     |    |    |  |
| COUNTRY FAIR                      | 62            | See List  | 264                           |  |    |    |    |    |    |    | 7   | 20 |                                      | 237 |    |    |  |
| EXPRESS MART                      | 44            | 2   | 88                            |  |    |    |    |    |    |    | 88  |    |                                      |     |    |    |  |
| J MART                            | 8             | 1   | 8                             |  |    |    |    |    |    |    | 8   |    |                                      |     |    |    |  |
| KRAUSZERS                         | 6             | See List  | 15                            | 15                                     |    |    |    |    |    |    |     |    |                                      |     |    |    |  |
| MANLEYS                           | 12            | See List  | 12                            |  |    |    |    |    |    |    | 12  |    |                                      |     |    |    |  |
| MOBIL / ON THE RUN                | 33            | See List  | 48                            | 4                                      |    |    |    |    |    |    | 41  |    |                                      |     | 3  |    |  |
| 7/11 - HANDEE MART                | 23            | See List  | 77                            |  |    |    |    |    |    |    |     | 1  | 45                                   | 31  |    |    |  |
| STARENTERPRISE                    | 32            | See List  | 63                            |  |    |    |    |    |    | 32 |     |    |                                      | 31  |    |    |  |
|                                   |               |   |                               |  |    |    |    |    |    |    |     |    |                                      |     |    |    |  |
| INDEPENDENTS & SMALL CHAINS       | 24            | See List  | 48                            | 2                                      |    | 2  | 4  |    |    | 8  | 31  |    |                                      |     |    | 1  |  |
| TOTALS                            | 568           |   | 1276                          | 22                                     | 3  | 38 | 4  | 0  | 2  | 65 | 340 | 21 | 45                                   | 728 | 7  | 1  |  |